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## FACSIMILE COVER SHEET

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DATE: October 1, 2004

TO: Examiner A. Duran  
Group Art Unit 3622

FAX #: 1-703-872-9306

PHONE #: (703)305-4687

Application No.: 09/812,253  
Applicant: Pedersen  
Due Date: 10/01/04

OUR REF.: 1550.37US01

FROM: Brad Pedersen  
PHONE #: 612-349-5774

Attached please find the following for filing in the above-identified application.

- (1) Amendment in response to Office Action dated July 1, 2004.

Respectfully submitted,

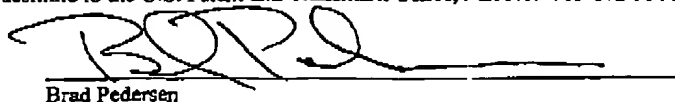


Brad Pedersen  
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## PATENT APPLICATION

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:

Attorney Docket No.: 1550.37US01

Pedersen

Confirmation No.: 7816

Application No.: 09/812,253

Examiner: A. Duran

Filed: March 19, 2001

Group Art Unit: 3622

For: INTERNET ADVERTISEMENTS HAVING PERSONALIZED CONTEXT

AMENDMENT AND RESPONSE

Mail Stop - Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Sir:

INTRODUCTORY COMMENTS

In response to the Office Action of July 1, 2004, amendment to the above-identified patent application is requested.

The present amendment comprises the following sections:

- A. Amendments to the Claims
- B. Remarks

*Please grant any extension of time necessary for entry; charge any fee due to Deposit Account No. 16-0631.*

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